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**Cover Story:** A major part of Canada's Centennial celebrations will look to the past in reliving the accomplishments which have made this country great. Eaton's is a partner in the tremendous progress and expansion of our nation. Eaton pioneers and their successors took part in events recorded in the same history pages as the Fathers of Confederation and our nation's leaders and statesmen. It is not only the well-known persons who are the object of grateful esteem in Centennial reminiscences, but the innumerable "little guys" whose collective efforts over the years have molded Canada.

## NEW IBM COMPUTER INSTALLED

# automation

"Eaton's continues to be a major force in the retail business because we have always met the challenges of the times," said J. C. Bright, Systems & Electronics Data Processing Manager.

In December the latest International Business Machine computer, System/360, was installed in the Divisional Data Centre, located in the Winnipeg Catalogue Building. Our Company, like most firms, rent computer equipment which enables us to use more efficient models as soon as they are developed. This, in turn, reduces costs, and increases efficiency and capability.

The development of the System/360 was probably one of the most expensive commercial projects in history. IBM spent over half a billion

dollars on research and development programs to build the new computer. In addition, the company has opened five new plants in North America and overseas, and budgeted a total of \$4.5 billion for rental machines, plant and equipment.

For the sake of profit, growth and competition, Electronic Data Processing is more than automation. It is a modern way of solving problems. Computers provide the opportunity to streamline the routine operations of administration.

Although a computer system is a complicated arrangement of electronics and machinery, the fundamental principle on which it operates is relatively simple. Essentially, its job is to sort, accumulate, combine information and perform mathematical calculations.



Heather Prescott, Key-Punch Section Head, left, outlines an operating procedure to Christine Fedun, Key-Punch Operator.



Bill Herbachuk, Computer Operations Supervisor, operates the IBM 360 console — nerve centre of the new computer system.

# the challenge of our time

The two amazing features of computers are their memories and the tremendous speed with which they produce reports or summary information. The new 360 operates a great deal faster than its predecessor in the Eaton Data Centre — the IBM 1440.

Before computers can function, the data fed into them must be organized in a work-program pattern. For this reason the human factor is the key to successful operation.

Every job for the 360 is completely charted in advance by Data Processing staff and personnel connected with the program — down to the most minute detail. This special advance machine instruction is called programming.

Every working day, Catalogue Customer Accounts Receivable information is dispatched to the Data Centre. There the data is recorded on punch cards by key-punch machines. From the cards, the information is fed into the computer, where it is stored on a tape until the customer's billing date. The account information is then automatically printed on a statement by a computer-printer.

The Data Centre also handles our Company's payroll, fashion reporting and sales reporting from Catalogue Sales offices. By September, 1967, the System/360 will also be processing the Winnipeg Store's Accounts Receivable.

"Automation creates better opportunities, higher paying jobs and

more interesting and challenging positions," said Wes Burgess, Data Centre Manager.

These include: tape librarians, computer operators, programmers, key-punch operators and system analysts. Company training programs are being planned for employees interested in these important new fields.

In the fertile minds of scientists are systems which will gradually absorb many of our manual functions. The use of computers will extend our ability to work better, more efficiently, and help keep Eaton's expanding — which, in turn, increases the scope and opportunity for employees within our organization.



Paz Maron, Computer Operator, right, loads a reel of magnetic tape. At left is Data Centre Manager Wes Burgess.



Lorraine Page, Tape Librarian, categorizes and controls over 200 magnetic tape reels which are stored in the Centre's library.



# Treasure Hunter

**H**OW to enjoy leisure time has become a major problem for many people who have not learned to use it creatively.

FRED WICKS, Gift Shop Sales Supervisor, has a hobby which is the answer to the human need for relaxation, stimulation and recreation. For many years he has enjoyed collecting antiques.

"Discretion and knowledge about antiques are a collector's best tools," said Mr. Wicks.

A beginner, he added, should read some good books on the subject, appreciate old things, and have a nose for bargains.

The majority of items in Fred's extensive collection have come from family heirlooms, auctions and antique sales.

"The wise collector," he said, "accumulates a good deal of knowledge about his particular specialization before he goes off on a buying spree."

The more informed a person is, the more likely he will locate a real "find". Safest way to buy is from a reputable dealer, but most collectors prefer to hunt for treasures in unlikely places, and take chances on finding something really good at a ridiculously low price.

Many of Fred's ancient weapons were purchased in out-of-the-way locales. It was in the Paris Flea Market where he bought a brace of women's muff pistols, small enough to conceal in a hand muff. London's famed Portobello Road antique shops was another source for fine items.

Other interesting arms include: a handsome set of English greatcoat pistols, a 16th century pike pole, a Saxon ceremonial axe, an Irish poacher's gun in the shape of a walking stick and a thin cane which can be converted into a needle thin sword. A prize article is a Crusader's coat of mail, made up of 33,000 hand forged links, weighing 12-lbs.

Fred specializes in silver. Highlights of the collection are a magnificent George III table set and a 1735 tankard.

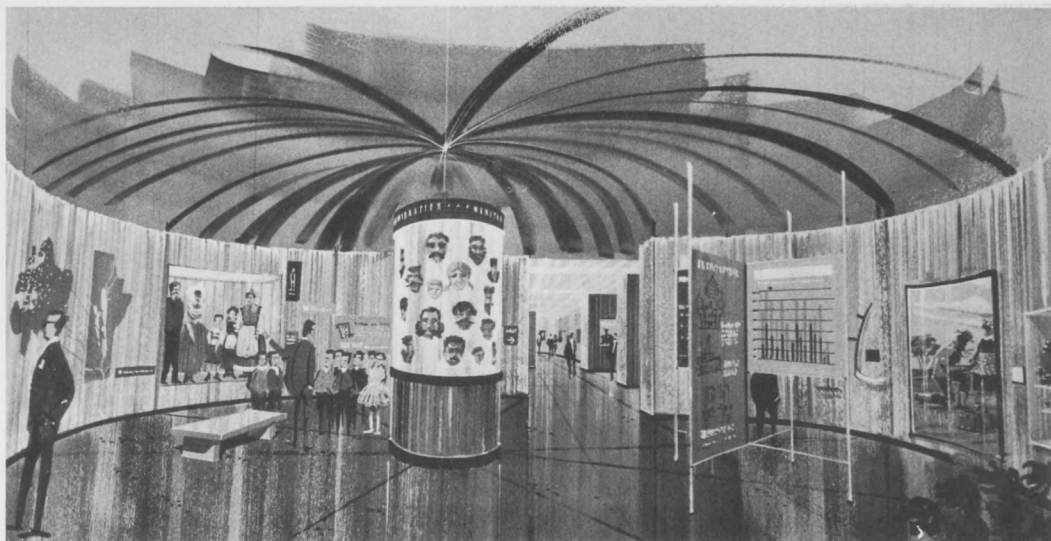
Finds can be located in the most unexpected places. A junk heap once yielded up a valuable dinner wagon, and a Montreal dealer recently sold him some early Manitoba prints for a few dollars.

His wife Nora and three grown-up children — Fredrick, Noreen and Nancy — are all avid collectors.

"From time to time I give them a treasured item," he said, "as I know these antiques will enrich their lives in much the same way as they have enhanced mine."



**Fred Wicks, Gift Shop, demonstrates the method of loading a flint-lock pistol.**



The saga of Manitoba pioneers will be dramatically portrayed in the Signy Eaton Hall which will be part of the Manitoba Centennial Centre's Museum of Man and Nature.

## Building for the Next Century

"Since Canada's earliest days of settlement Manitobans have displayed a freshness of spirit which has been recognized and admired by all Canadians," said Prime Minister Lester B. Pearson. This enthusiasm and energy, he added, is reflected in the Province's Centennial plans. Eaton's contribution to the Centennial Centre in Winnipeg captured much of this zest and excitement.

At a special ceremony on December 16 at the site of the new Centennial complex Eaton's presented the Manitoba Centennial Corporation with a gift of \$125,000.00 This sum is earmarked for a special exhibit hall in the Museum of Man and Nature to be known as Signy Eaton Hall, named for Mrs. John David Eaton.

Mrs. Eaton was born in Manitoba and married Mr. Eaton following his tour of duty in the Winnipeg Store. Signy Eaton Hall will portray in graphic form the stirring story of Western Canadian settlements from 1870-1914 — a period of mass immigration to the prairies. The historic exhibition will outline how the land was settled by men and women of many races.

In 1905 Timothy Eaton opened his first Western Canadian store in Winnipeg. At that time the land around the store was beginning to fill up with these new Canadians who were helping to forge our progres-

sive and dynamic province. During this period of growth the Eaton Catalogue also played a large part in the lives and homes of those who came to Manitoba in its developmental years.



Eaton's presented the Centennial Corporation with a gift of \$125,000.00 during a brief ceremony at the site of the new Manitoba Centennial Centre. From left to right are: Divisional General Manager D. S. McGiverin; Lloyd Jones; George Heffelfinger, Centennial Citizens' Campaign Co-Chairman; and Maitland Steinkopf, Chairman of the Manitoba Centennial Corporation.

# capturing the youth

During the past few years increasing attention has been given by Eaton's to the youth market.

Youngsters today are growing up in a tumultuous era of affluence, and incredible family, scientific and educational change. Our Company is feeling the impact of rising allowances, growing incomes from part time jobs which have put a swelling number of dollars in the teen-agers' pockets. Their spending is increasing in importance: teens buy everything from motor bikes to miniskirts.



The Eaton market research department, headed by manager John Johns, is responsible for following teen market trends.

## WHAT IS THE YOUTH MARKET?

In the United States Eugene Gilbert and Gilbert Youth Research estimates that high-schoolers buy some 16 per cent of all cosmetics, about 45 per cent of all soft drinks, 24 per cent of all wrist watches, 81 per cent of all radios, and 30 per cent of all cameras. On clothing alone, Canadian teen-agers lay out at least \$150,000,000 a year.

Whatever our Company's success in capturing this market, we are faced with a formidable problem.

The postwar years have offered unparalleled opportunity for advanced education, which has increased income and sophistication among young people. This impact has made them more quick to catch on to new ideas, fads and concepts.

"As a result their buying habits are constantly changing," said John Johns, Market Research Manager.

How do youthful fads start? Mr. Johns said that Granny dresses, for example, originated in California. Girls began sewing ankle length dresses similar to the frontier fashions they had seen at Disneyland.

"When Women's Wear Daily ran an article on them," Mr. Johns added, "the dress manufacturers moved in and the 'grannies' became a commercial venture."

Other recent fads were caused by such people as a Memphis truck driver with side burns, and a mop-top, quartette from Liverpool. It

was perhaps the Beatles who internationalized youth trends and gave them many of their emblems. Now teen-agers in Flin Flon wear Beatle caps.

The Beatles also helped give London the cutting edge for youth styles. In the last few years stolid Britain discovered the adolescent market for records, boutiques, and fashions. They exported these items all over the globe — and we sell them.

## HOW ARE WE CAPTURING THIS MARKET?

To keep up with the go-go spenders, Eaton's has adopted a variety of stratagems. Our newspaper advertising projects a growing image towards youth in both artwork and photography. Eaton's sponsors teen radio programs and runs special advertisements in other teen-age news media.

We have Teen Counsellors and Advisors whose job it is to run fashion shows.

Monitors of the teen-age pulse are our Junior Executives and Junior Councillors. Apart from working for us and learning our business, these high school students pass along fashion styles to their friends, and are a good source of information on teen-age tastes.

Throughout the Division, Eaton's is making every effort to tap the

# market

youth market. Our stores are becoming more youthful in appearance, with brighter and more exciting fixtures and decor. Eaton's is constantly increasing the amount of youth oriented merchandise and devoting more space to boys', young men's, juniors' and misses' fashions.

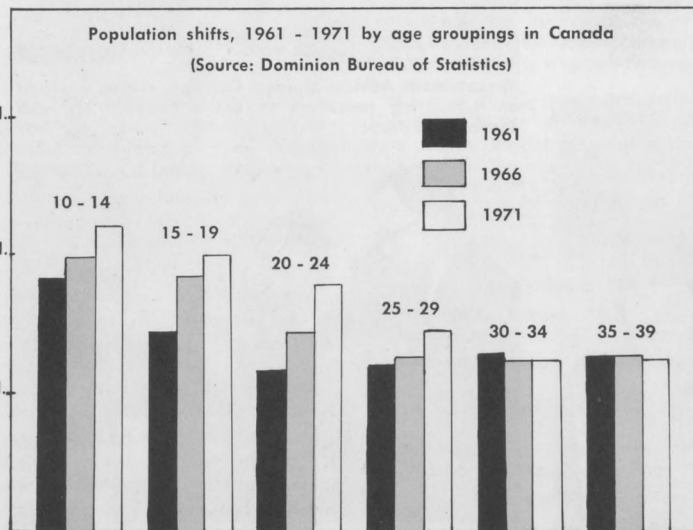
Located on the Main Floor in the Winnipeg Store is Carnaby Corner — a young men's wear boutique. Fashion conscious girls will find a wide variety of exciting new styles in the College & Career Shop.

Changes are being made to the Regina, Port Arthur and Brandon stores to cater to this growing trend. A large portion of the ground floor in both the new Polo Park and Saskatoon Stores has been earmarked for youthful fashions.

"To achieve future growth we must continue to change our fashion policies and techniques," said John McDiarmid, Polo Park Project Manager, "not only to sell merchandise today, but to cater to our Eaton customers tomorrow."



Teen fashions are bright and colorful.



This graph emphasizes the importance of the growing number of young people in Canada. Over the ten year period the 10-to-14-year group has increased, while the 35-39 group has decreased.



Steve Russell, Senior Sales, displays a new mod shirt in Eaton's Carnaby Corner boutique on the main floor of the Winnipeg Store.

## Employees Guide Top Teen-age Business

For the past five months three Eatonians have devoted one evening a week training teen-agers to run their own business in miniature, through the facilities of the Winnipeg Junior Achievement organization.

The JA group enables high school students to gain practical experience in operating a business under the free enterprise system.

The three Eaton advisors — Dave Beck, Eric O'Brien and Gordon Courage — provide the benefits of their experience to the Smile JA Company.

Smile is the first teen company directed by Eatonians, and is currently the top JA firm in sales and total assets in Winnipeg.

To start a company the youngsters sell capital stock at \$1 a share (Smile stock is now worth \$1.25). They then select a product, set up production lines and sell their merchandise.

To date the company has manufactured and sold Blue Bomber buttons, Christmas bells, Smily bottle openers and flower food picks. Currently youngsters are working on the production of Kebab forks, in the shape of miniature foils for shishkebab, and hold-all fasteners for household use.

This year's production is geared for the Trade Fair to be held in the Polo Park Shopping Centre Mall on Feb. 11.

A staunch supporter of Junior Achievement is Western Division Merchandise Manager N. R. Franklin, who is a Director of the organization.



Store Personnel Manager W. H. Evans, left, presented the JA Smile Company charter to president Terry Sears.



Management Advisor Gordon Courage, centre, explains an accounting procedure to Lynne Cooper, left, and Joanne Goodee.



Sales Advisor Dave Beck, left, and vice-president sales Pat Threlfall display four Smile company products.



Under the direction of production advisor Eric O'Brien, left, Junior Achievers, Mike Lawrence, Susan Blacklaw and Brian Thiessen, prepare a new product for the company's assembly line.





# Eaton Detectives Help Nab Crooks

One afternoon, a few months ago, two alert women detectives from the Winnipeg store saw a middle-aged man standing in a restaurant doorway with a large Eaton's shopping bag folded over at the top — a shoplifter's trademark.

The two detectives stopped to watch for further developments. A short time later, the suspect, who we'll call Al, was joined by an accomplice, Fred. After a short discussion, Fred crossed the street and entered Eaton's.

He went directly to the men's clothing department and examined the price tags on several suits. When Fred was approached by sales per-

sonnel, he left the department for the men's pants counter. Again he was contacted by a salesman.

Meanwhile, one of our detectives had alerted security personnel in the store, and Fred was followed. Apparently discouraged by all the attention he was getting from the sales staff, Fred quit Eaton's and walked down a main thoroughfare.

The suspect then entered a large department store and promptly stole two sport shirts. Fred's next stop was a downtown hotel. Here, he met Al and they went for a glass of beer in a bar called the "Last Chance Saloon". Unknown to the pilferers, our two sleuths were sitting at a nearby table — watching their every move.

In the "Last Chance Saloon" Al and Fred were met by a third party — a well known woman shoplifter. Immediately after her arrival, one of our detectives contacted Security Manager Sid Hall, who telephoned the police.

The three thieves then left the bar and headed for the department store where they had stolen the shirts. Inside the store they filched an expensive man's suit.

The shoplifters were identified by our alert operators and the crooks were promptly arrested by city detectives.

"This was an extremely well executed case," said Sid Hall, "and all concerned are to be congratulated." He also praised the attentive Eaton salesmen in the men's clothing section for deterring the shoplifters.

## Athletic Star Honoured

Jan Maddin, Junior Councillor, Girls' and Millinery department in Winnipeg, was presented with the Myrtle Cook Trophy, after being voted Canada's outstanding junior female athlete on Dec. 9.

Jan was also awarded the Manitoba Branch Amateur Athletic Union Trophy as Manitoba's outstanding female athlete. Both honours were bestowed by the Amateur Athletic Union of Canada.

Last year she was a member of the women's sprint team which represented Canada in the British Empire Games in Jamaica.



**OUTSTANDING CITIZEN:** Sybil McCandless of our North Battleford store in Saskatchewan was recently named "Citizen of the Month" by the Junior Chamber of Commerce. This honour is accorded to citizens who work for the benefit of the community and also are pleasant in their dealings with the public.

## APPOINTMENTS

### WINNIPEG

- J. P. Thomson, Workrooms Supervisor, 1015.
- K. R. Virtue, Workrooms Supervisor, 1015.
- J. P. Samuels, Merchandise Planning Systems Supervisor, 160.
- Miss M. MacKelvie, Merchandise Control Systems Supervisor, 160.
- W. Herbachuk, Computer Operations Supervisor, 169.
- R. W. Mowat, Key-punch Supervisor, 169.
- B. R. Stocks, Work Study Supervisor, 170C.



Jan Maddin, Junior Councillor.

## FEBRUARY ANNIVERSARIES

### FORTY YEARS

Mr. W. E. Caven, Salesclerk, Dept. 1253, Winnipeg, Feb. 24.

### TWENTY-FIVE YEARS

Mr. James S. Salmon, Dept. 3301, Winnipeg, Feb. 2.

Mr. F. E. Numas, Dept. 2200, Prince Albert, Feb. 5.

Mr. Edwin C. Greenlay, Dept. 0041M, Winnipeg, Feb. 7.

Miss May Brown, Dept. 1116, Winnipeg, Feb. 9.

Miss Millie McEwan, Dept. 3750, Winnipeg, Feb. 9.

Mrs. Ann McClay Westman, Dept. 1212, Winnipeg, Feb. 9.

Mr. R. W. Henderson, Dept. 1208, Winnipeg, Feb. 12.

Mr. M. W. Agland, Dept. 3204, Winnipeg, Feb. 16.

Mrs. Georgie S. Allen, Dept. 2200, Prince Albert, Feb. 19.

Miss Myrtle Smith, Dept. 5221, Winnipeg, Feb. 25.



**ANIMAL SITTER:** Barbara Mills, Teen Counsellor in Winnipeg, at right, took care of a pet squirrel monkey and a cat belonging to organ grinder Charles Smith, at left, when he was hospitalized. Mr. Smith has performed on the TV program "Amateur Show", at the Manitoba Theatre Centre, and during an Eaton fashion show.



**TOP FLIGHT:** First flight winners in the CBC Winnipeg, "Reach for the Top" television quiz program included Sandra Terauchi and Craig Lee of Eaton's Junior Council — Junior Executive. Members of the winning Gordon Bell High School team are, from left to right, Roy McIlvair, Craig, Sandra and Peter Silvanovich. At far right is program's MC, announcer Bill Guest.



**MANAGEMENT COURSE:** Group Merchandise Manager C. K. Major, standing centre, conducted an American Management Association course for Sales Supervisors and Senior Sales personnel in the Winnipeg Training Centre on Jan. 10. The eight session course covered

supervisory management and planning. From left to right: Larry May, Earl McGregor, Don McDill, Lowell Soames, Neil Merrill, Mr. Major, Dave Gibson, Laddie Hutchison, Walley Arnold, John Babineau, Harold Morgan, seated in front, and Lynn Wallace.

# WHISKERS GALORE IN PORT ARTHUR

## Canadian Centennial Project

In Eaton's Port Arthur store 24 male staff members are taking part in a beard growing contest to help mark Canada's 100th Birthday.

The competition got underway after employees had taken an Eaton beard growing oath on Dec. 6.

Customers are informed of the men's participation by a lapel badge which states—"Yes, I'm Growing a Centennial Beard"—reports Annette D'Angelo from the Lakehead.

The whisker growing contest is a joint promotion of the twin Lakehead cities of Port Arthur and Fort William.



The first session of a new course for Signatures was held on January 11. The 2-day course covers such topics as signature responsibilities, communications, sales training and telephone techniques. Front row, from left to right are: Eveline Wickdahl, 212, standing; Marion Worthington, 209; Michalene Kendall, 217; Arthur Harrap, 253; Georgina Holt, 345; Tom Rodeck, 928 - 929; and May Boyd, 233, seated. Back row, from left to right are: Ken Delbridge, 232; Linda Donald, 241; Ted Morrison, 261; Bernice Guest, 436; Marcia Day, 509; Arnold Gartside, 937; Instructors Linda Robertson and June Hogg; Noreen Smith, 201; Alice Bowler, 926 - 933; and Arlene Kraeling, 208.

## Wingate Wins

Last month's winner of the Divisional In-Store Accounts Solicitation Program was Fred Wingate of Winnipeg's Furniture department. Fred was presented with \$75 in Eaton Gift Certificates by Advertising Manager John Bruce.

Other DISASP winners were: Mrs. J. Medwid, Dept. 545-642, Winnipeg; H. Jacobson, Williams Lake, B.C.; W. Strachan, Kamloops, B.C.; V. Millar, Dept. 270, North Battleford; D. Hallman, Dept. 212, Regina; Mrs. M. Reich, Dept. 244-604, Port Arthur; and Mrs. M. Miller, Dept. 244-630, Brandon.

## RETIREMENTS

Best wishes to the following Eatonians on their retirement:

Mr. C. Lane, Dept. 104, Winnipeg, 47 years of service.  
Mr. R. B. Lees, Dept. 151, Winnipeg, 38 years of service.  
Mr. H. W. Headon, Dept. 132, Winnipeg, 30 years of service.  
Miss B. Stevens, Dept. 161, Winnipeg, 26 years of service.  
Mrs. H. Carter, Dept. 109, Winnipeg, 23 years of service.



**REGINA COMIC:** Rene Costez, Jack-in-the-box clown, recently performed for customers in the Regina store. Youngsters were amazed at Rene's fun-packed, acrobatic acts.



**COMMUNITY SERVICE:** The Thunder Bay United Appeal presented Port Arthur Store Manager A. R. Giles, left, with an award in recognition for outstanding community service. Mr. Giles helped promote the United Appeal's campaign for funds, and was assisted by his secretary Christina Rajala, right.



Ex-Eatonian Muriel Jordan recently donated to our Company a historic pair of white leather gloves, purchased from Eaton's 50 years ago.



**SAFETY AWARDS:** Dave Behm, Francis McCrae, Glen Craig, Tony Busch and Ed Luedtke of the Regina Store delivery fleet recently received safety awards for 12-months, accident-free driving. Dispatch Supervisor A. R. Beamish, at right, is shown presenting an award to Dave Behm, while Francis McCrae looks on.



# Eatonians Make Good Neighbours



**EATONIANS ALL:** During the get-together Winnipeg Store Manager J. Evan Church, second from left, extended greetings on behalf of our Company, and also met three retired Eatonians. From left to right are: Elsie Dunkley, Mr. Church, Alice Fletcher, Lloyd Jones (Santa Claus), and Tom Johnson.

**T**he residents of the Middlechurch home for Senior Citizens in Winnipeg look forward to a festive event that has become an Eaton tradition.

Every year Eatonians help organize a special holiday concert for their enjoyment.

On December 28 over 120, young-at-heart residents (minimum age 70 years) were treated to an evening of fun, frolic and entertainment. After the music and songs were over, the Generous Gent from the North Pole — assisted by helpers Susan Rumberg and Bob Henderson — handed out gifts from Eaton's.

Responsible for the arrangements of the successful event were Middlechurch's executive director Bill Smith and Vic Fotheringham, staff relations. Master of Ceremonies was E. (Sigg) Sigvaldason, drug department.



Refreshments were served by members of the Middlechurch board of management. From left to right are: Margaret Hillsman, Beckie Holland, Janet McDonald and Polly Riley.



Residents and friends took part in the singsong.

## Entertainers...



Members of the E-Tones barbershop quartette are, from left to right, Earl Banks, Ted Sayer, Dave Mackling and Jim Bova.



The accordionist was Michael Ryczak.



Retired Eatonian Hugh MacDonald sang a medley of carols and popular songs.



Piano player Vic Taylor, Ladies Hosiery, left, was accompanied by Jim Carter on the bass fiddle.